

A group of hikers is silhouetted against a purple and blue sky as they ascend a steep mountain slope. The hikers are wearing backpacks and using trekking poles. The scene is captured from a low angle, emphasizing the steepness of the climb.

The Marketer's Blueprint For B2B Lead Generation

A conversion marketer perspective

The biggest challenge B2B marketers face in regards to lead generation is generating high-quality leads (61%).

(Source: [B2B Technology Marketing Community](#))

A person's hands are visible, holding up a white rectangular sign. The sign has the word "Why?" written on it in a large, white, sans-serif font. The background is a solid purple color.

Why?



1. Lack of insights

1. Lack of personalization

1. Lack of persuasion

Understanding the vicious cycle that kills your lead-rate



95% of your traffic is unknown and lost

1. From the 95% of lost traffic, you can only recover 84% using remarketing
1. From the 84% recovered, you lose another 95% because the website content is not RELEVANT to the returning visitors
1. From the 5-10% converted into email subscribers, only 20% will open the emails and 2-3% will click on the links that lead to your landing pages. Then, you'll lost another 95% of the email traffic because your forms are not optimized.

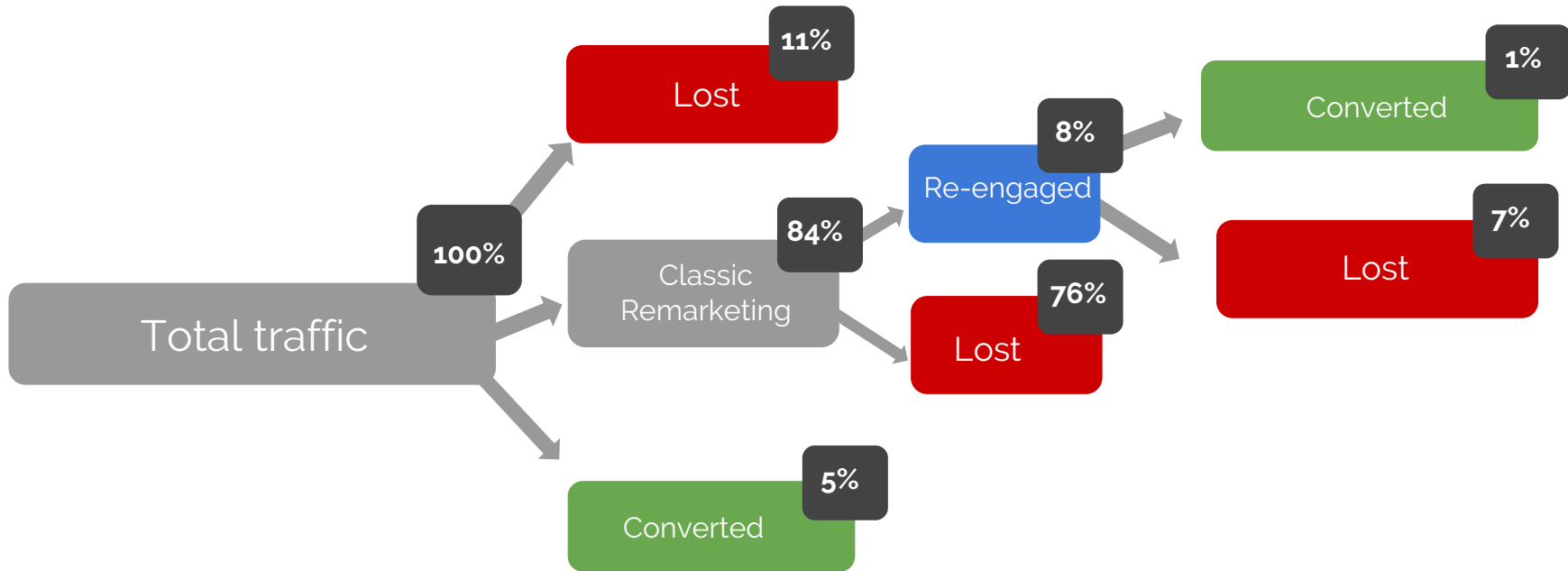
Sources:

[Wordstream on remarketing](#)

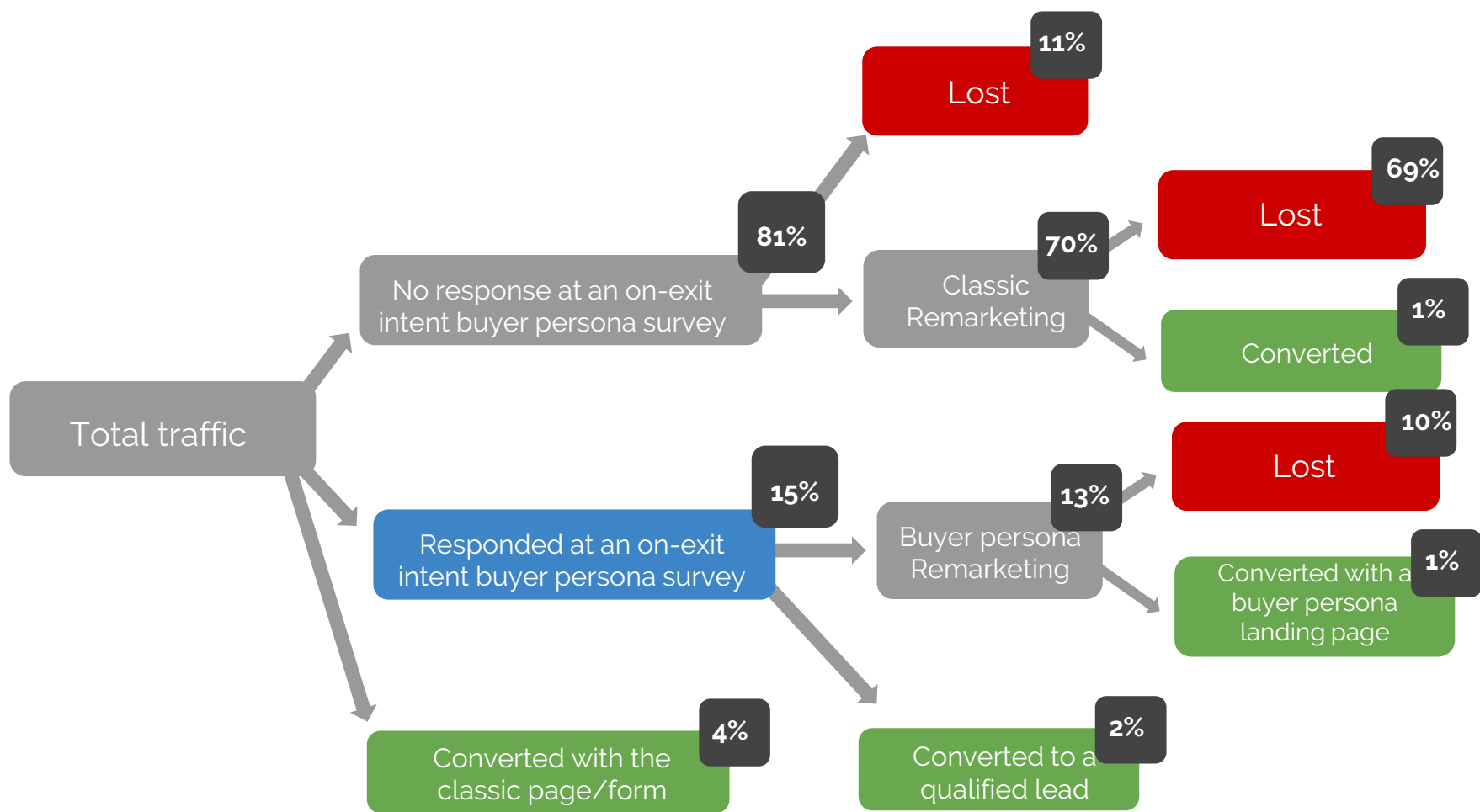
[Mailchimp on email](#)

[Marketing Sherpa on conversion rate](#)

Standard lead-generation approach



**Smart lead-generation approach or
how to get an extra 4% more
leads from the same traffic**



3 things you can do in less than an hour without IT assistance

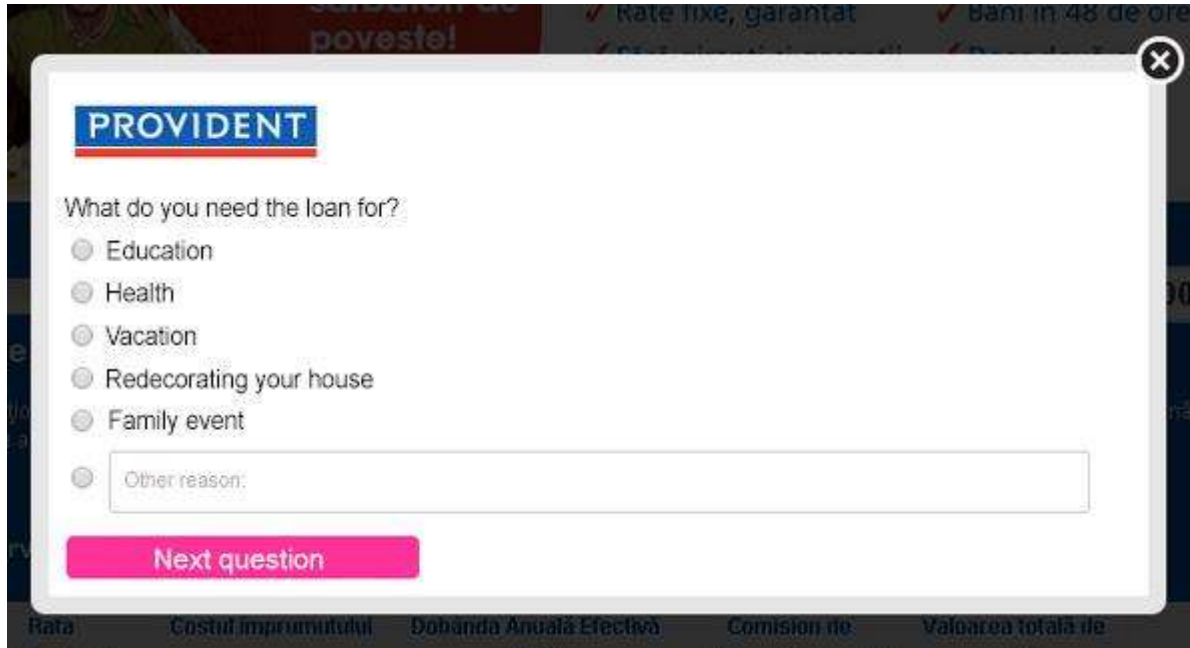


1. Real time objection treatment using surveys

On-exit intent Surveys with lead collector will help you:

- Treat the prospect's objection in real-time
- Get more information to close the deal for the Sales team
- Get insights for A/B testing for the Marketing team

Case study - Provident (financial industry)



The image shows a screenshot of a web form for Provident. At the top left, the word "PROVIDENT" is displayed in a blue box with a red underline. Below it, the question "What do you need the loan for?" is followed by five radio button options: "Education", "Health", "Vacation", "Redecorating your house", and "Family event". Below these is a text input field labeled "Other reason:". At the bottom of the form is a pink button labeled "Next question". The background of the page is dark with some text visible, including "Rate fixe, garantat", "Bani in 48 de ore", "povestel", "Rata", "Costul imprumutului", "Dobanda Anuala Efectiva", "Comision de", and "Valoarea totala de".

Results

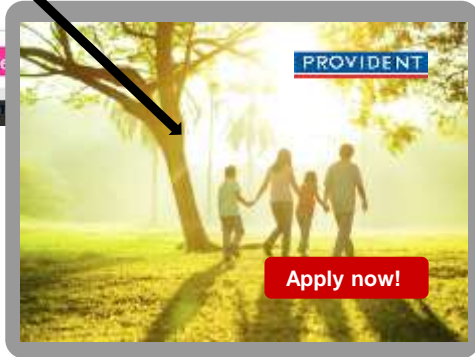
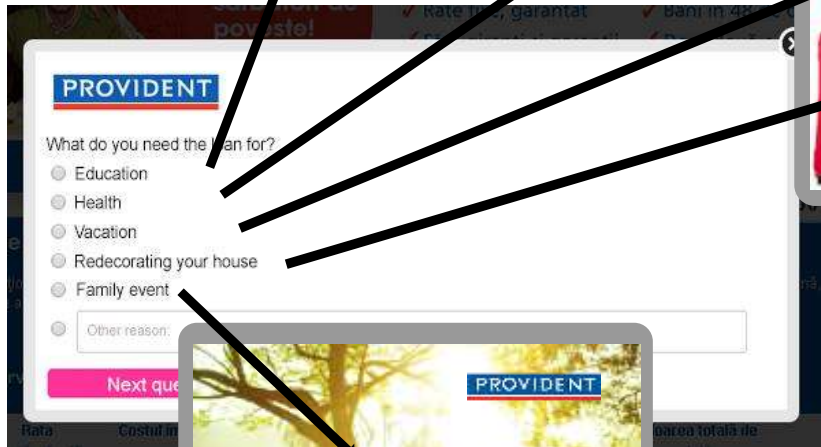
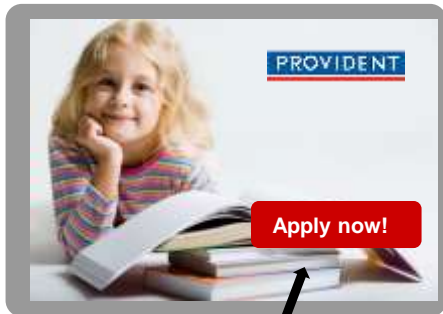
- 25% more leads from the same traffic
- more information for the sales teams (needs, objections, etc.)

*This question is part of the survey meant to treat objections in real time.

2. Be relevant at the next visit using personalization

Define special landing pages for each buyer persona you've detected at step 1

- Do smart remarketing based on buyer persona
- Increase the conversion rate of the most profitable segments of traffic on your site
- Drive interest into your product and transform top of funnel leads into qualified leads



Results

- 25% more leads from the same traffic
- more information for the sales teams (needs, objections, etc.)

Case studies - Web personalization



Results

- + 26% additional revenue
- + 30% bounce rate

Case studies

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Enter your email above to access the **FREE** report.

Forbes

Powered by Marketizator®

ETFs Were Huge Winners

Web Personalization

- more leads from the same traffic
- better insights

Forbes®

3. Optimize forms based on the buyer personas

Testing your website forms helps you:

- increase the conversion rate of your landing pages
- increase the open rates and click through rates of your emails
- get more returning (and engaged) traffic to your site

Case study - A/B testing website forms



Deutsche Telekom:

+38% conversion rate

+30% leads from the new contact form

Marketizator: 3 tools under the same roof

**Segmented
surveys**



**Web
personalization**

A/B Testing

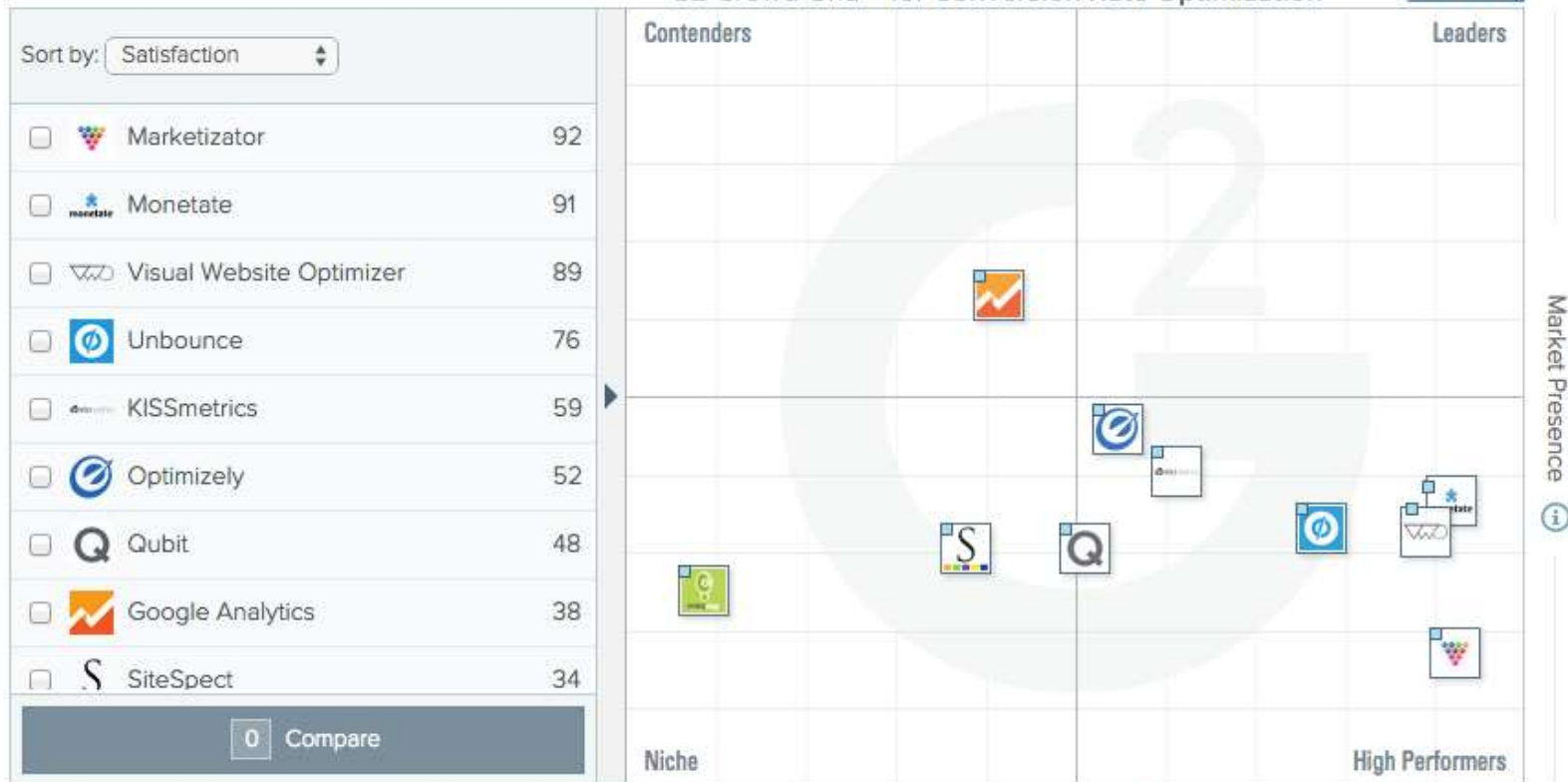
One tool to have it all

Our points of difference against ANY competitor

- > More features
- > Increased loading speed
- > Single login for 3 important platforms
- > Easy data manipulation
- > Cost effective

G2 Crowd GridSM for Conversion Rate Optimization

[GridSM Scoring](#)





✔ Validated Review

Excellent low cost combined tool for A/B testing, personalizing and gathering feedback

✉ [Rich P.](#)



✔ Validated Review

We are making more money with Marketizator

✉ [Allin P.](#)



More reviews:

<https://www.g2crowd.com/products/marketizator/reviews>



“Marketizator earned the highest customer satisfaction score”

VentureBeat

> 9000 websites

>3B visits/month



Let's get to action!



www.marketizator.com